

Fig. 1

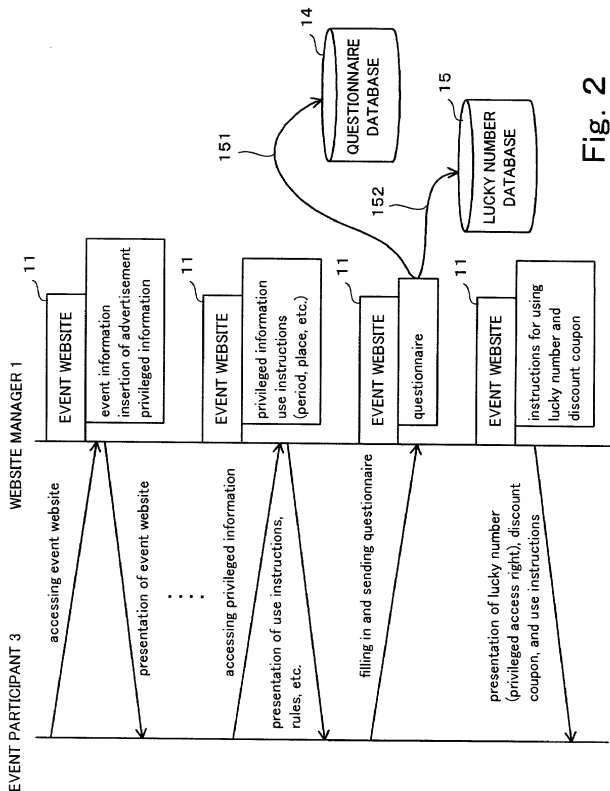


Fig. 2

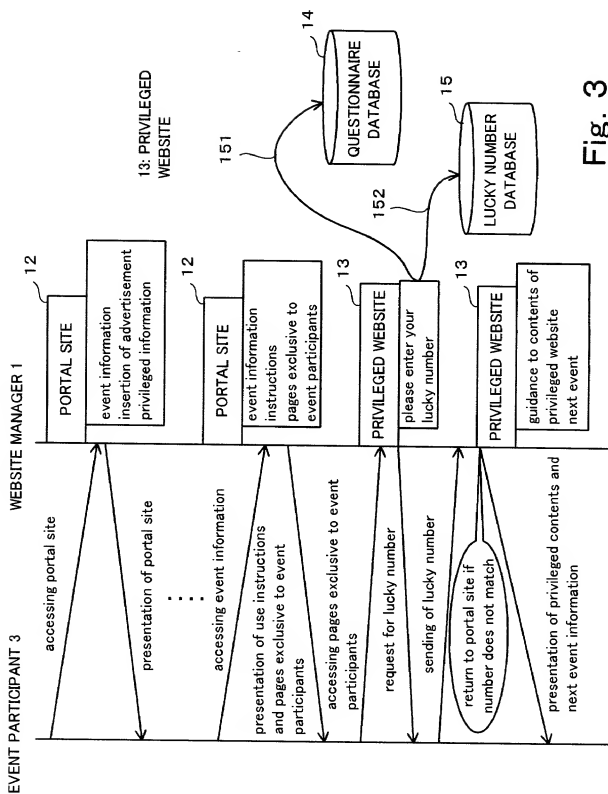


Fig. 3

advertisement for ABC Company
<p>CHRISTMAS PRESENTS</p> <p>If you answer the quiz questions correctly, a lucky number will be sent to you.</p> <p>A 20% discount voucher for the ABC company's XYZ product will be presented to all winners.</p>
<div>use instructions</div> <div>participate in quiz</div>

Fig. 4A

advertisement for ABC Company
<p>QUIZ</p> <p>Q1: xxxxxxxxxxxxxxxxxxxxxxx</p>
<div>send</div> <div>change answer</div>

Fig. 4B

advertisement for ABC Company
<p>You have answered all questions correctly!</p> <p>A lucky number will be registered for you.</p> <p>Please answer this questionnaire:</p> <p>QUESTIONNAIRE</p> <p>name: _____</p> <p>e-mail address: _____</p>
<div>send</div> <div>change details</div>

Fig. 4C

advertisement for ABC Company
<p>Your lucky number will be sent to your e-mail address. Make sure you make a note of it.</p> <p>USE INSTRUCTIONS</p> <p>If you have any questions about how to use your lucky number...</p>
<div>send discount voucher</div>

Fig. 4D